



# 博雅国际暑期学校项目

Boya International Summer  
School Initiative  
in Zhejiang International Studies  
University

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01

项目背景  
Background





合作契机  
Mission

过往基础  
Cooperation



共同愿景  
Committment





02

项目规划  
Planning



# 项目目标 Objective

浙江外国语学院与合作院校积极探索国际教育合作，旨在为两校学生提供跨文化学习与交流的平台，培养具有全球视野的国际化人才，促进双方教育共同发展。

Zhejiang International Studies University and its partner universities actively explore international education cooperation, aiming to provide a platform for cross-cultural learning and exchange for students of different universities, cultivate international talents with global vision and cross-cultural communication skills, and promote the common development in the field of education.

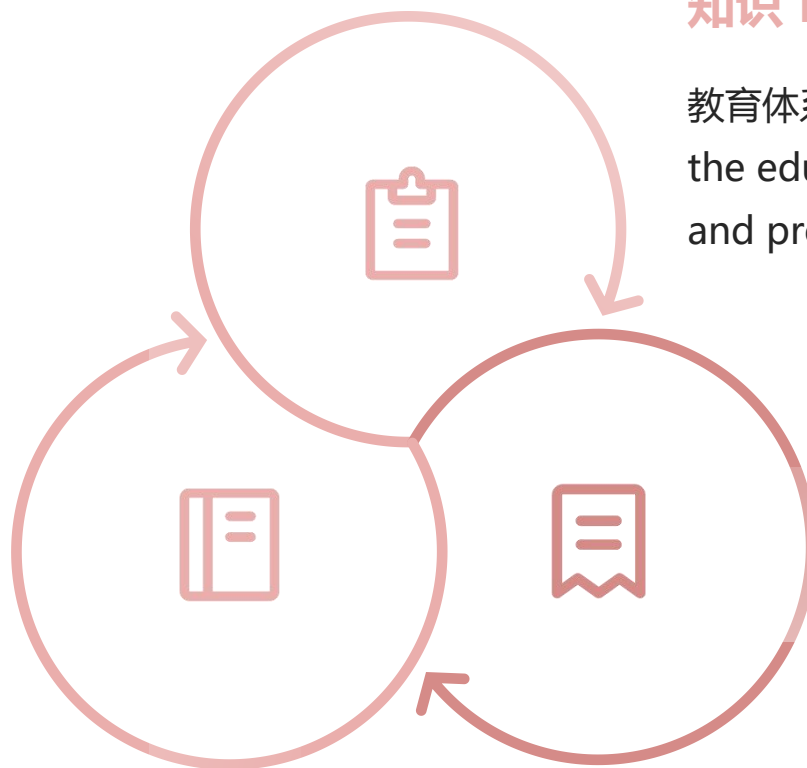


# 项目目标 Objective

## 素养 Accomplishment

完善对世界的整体认知，体会国际合作的重要性，提高文化敏感度与适应力。

Improve the overall understanding of the world, experience the importance of international cooperation, enhance cultural sensitivity and adaptability



## 知识 Knowledge

教育体系、文化习俗和专业知识  
the education system, cultural customs and professional knowledge

## 能力 Ability

多元文化环境中的适应合作能力、交流能力与合作能力  
intercultural communication and cooperation ability and adaptability and competence to study and live in a multicultural environment



03

合作方式  
Cooperation







## 时间 Time

2025年暑期, 7月7日至25日

Summer of 2025

between July 7 and July 25

## 地点 Place

浙江杭州

Hangzhou, Zhejiang

## 规模 Size

外国教师international professors 10-15名

中国助教ZISU co-teacher 10-15名

外国学生international students 100名

浙外学生ZISU students 1000名



# 主要内容

## Cooperation Content

浙外学生与外国学生联合策划  
Jointly Designed and Operated  
by ZISU and Int'l Students

浙外学生与外国学生联合参与  
Jointly Participated by ZISU  
and Int'l Students, Led by  
ZISU Faculty

文化交流  
culture  
exchange

学分课程  
courses with  
credits

社会实践  
faculty-led  
social  
practice

语言文化课  
courses for  
language &  
culture

浙外教师向外国学生提供  
外国教师向浙外学生提供  
ZISU faculty to Int'l students  
Int'l faculty to ZISU students



浙外授课 Courses by ZISU	合作院校教师授课 Courses by Partners	外请教师授课 Courses by Others
<p>1.文化遗产与旅游 Cultural Heritage and Tourism</p> <p>2.中国文化概要 An Introduction to Chinese Culture</p> <p>3.杭州文化之旅：名胜与传说 Cultural Journey in Hangzhou: Sites &amp; Stories</p> <p>茶文化 Chinese Tea Culture</p> <p>4.蓝染 Blue tie-dye</p> <p>5.中国画基础 Fundamentals of Chinese Painting</p> <p>6.社会情感学习的跨文化比较 Cross-Cultural Comparative Study of Social and Emotional Learning</p> <p>7.中国传统文化创意戏剧 Creative drama of Chinese traditional culture</p> <p>8.跨境电子商务 Cross-border E-commerce</p> <p>9.国际市场 International marketing</p> <p>10.商务与行政沟通 Business and Administrative Communication</p> <p>11.初级汉语 Chinese for Beginners</p>	<p><b>Partner 1:美国密苏里南方州立大学, 3 professors</b> <b>Missouri Southern State University, USA</b></p> <p>1.艺术鉴赏 Art Appreciation</p> <p>2. 手工艺传承 The Persistence of Craft</p> <p>3. 市场营销原理 Principles of Marketing</p> <p>4. 消费者行为 Consumer Behavior</p> <p>5. 市场营销研究 Marketing Research</p> <p>6. 特殊儿童 The Exceptional Child</p> <p>7. 早期儿童教育的家庭、学校、社区 Home, School and Community in Early Childhood Education1</p> <p>8. 中美教育比较研究 Comparative Studies on Chinese and American Education</p> <p><b>Partner 2: 加拿大皇家大学, 3 professors</b> <b>Royal Road University, Canada</b></p> <p>9. 跨文化理论和实践 Intercultural Theory and Practice</p> <p>10.组织传播、文化和发展 Organizational Communication, Culture and Development</p> <p>11. 为了推动发展和社会变革的传播 Communication for Development and Social Change</p> <p><b>Partner 3: 巴西利亚大学, 3 professors</b> <b>Brazilia University, Brazil</b> TBD</p> <p><b>Partner 4:</b> <b>Ruassia</b> TBD</p>	<p>浙外外教, 2 professors ZISU International Teachers</p> <p>北京大学外教, 2 professors Peking University International Teachers</p> <p>其他外教 Other International teachers</p>





项目收费（包括集体接送机、欢迎餐，住宿费，文化体验和外出考察费）  
Program Fees (including group airport pick-up and drop-off,  
welcome dinner, accommodation, cultural activities and field trips)

国际学生：7000元人民币（2周）或者10000元人民币（3周）  
如参加加拿大项目，学校另外需要支付25000元人民币的学费。  
International Students: 7000 RMB for 2 weeks and 10000 RMB for 3 weeks  
(Students pay another 25000 for the Canadian Certificate program)

来自合作院校的学生：5000元人民币（2周）或者7000元人民币（3周）  
如参加加拿大项目，学校另外需要支付25000元人民币的学费。  
Students from Partner Universities: 5000 RMB for 2 weeks and 7000 RMB for 3 weeks.  
(Students pay another 25000 for the Canadian Certificate program)

有资助渠道的学生：另行商定  
Students with special sponsorship: be agreed upon separately.

备注：餐费、保险费和其他个人开支由参与人费用自理。  
Note: meals, international surance fees and other personal expenses will be borne by  
the partipants themselves.



# 职责分工Responsibilities

## ZISU

# A

1. 设计协调暑期项目  
Plan and coordinate the project
2. 宣传招生 Promotion and Enrollment
3. 组织实施  
Organizing
4. 校园协调服务  
On-campus Coordination and Service

## Partner

# B

1. 选派带队教师 Selecting head teachers
2. 组织学生 Promoting and Enrolling students
3. 指导支持学生参与活动  
Guiding and supporting students to take part in the practice and events
4. 组织授课并培养浙外助教(optional)  
Teaching and training ZISU Young Faculty





# 预期成果 Expected Results

01

国际青年学习交流平台  
An International Youth Learning  
and Exchange Platform

加深文化与专业知识理解，提升跨文化交流能力，为双方学生未来学习和职业发展奠定基础。

to help students deeply understand the culture and professional knowledge , improve cross-cultural communication skills, and lay a solid foundation for future study and career development.

02

深化校际合作关系  
A Long-term and Stable  
Partnership

双方学校建立长期稳定合作关系，扩大教学、科研、师资培养等领域的合作范围。

to carry out more extensive cooperation in teaching, scientific research, teacher training and other fields.

03

提升浙江城市形象  
Enhanced International  
Visibility of Zhejiang

通过项目实施与宣传，增强浙江知名度，吸引更多的国际学生和合作伙伴加入。

to attract more international students and partners to know Zhejiang through the implementation and publicity of the project



# 04

## 其他模式 Options



[Events](#)[News](#)[Library](#)[Research](#)[Alumni](#)[Giving](#)[Careers](#)[Our People](#)[HRA](#)[Quick links](#)[Contact us](#)

**Royal Roads**  
UNIVERSITY

[Why Royal Roads](#)[Programs & courses](#)[Admission](#)[Current students](#)[About](#)[Campus](#)

« PROGRAMS

# Graduate Certificate in Strategic Global Communication





## About this program

[Overview](#)[Program description](#)[Program delivery](#)[Courses](#)[Faculty](#)[Admission requirements](#)[Application requirements](#)[Financial aid and awards](#)[REQUEST MORE INFO](#)[APPLY NOW](#)

# Courses

ITAI

**Introduction to Academic Integrity**

0.0 Credits

IICS515

**Intercultural Theory and Practice**

3.0 Credits

IICS551

**Organizational Communication, Culture, and Development**

3.0 Credits

PCOM635

**Communication for Development and Social Change**

3.0 Credits



05

实施计划  
Schedule



01

## 讨论确定 Discussion and Confirmation

**至3月7日, by March 7**

介绍合作思路, 讨论项目框架, 确认合作意向

introduce ideas, discuss the project framework and confirm intentions

03

## 宣传招生 Publicity and Enrollment

**至5月31日, by May 31**

发布信息, 组织宣讲, 接受报名, 发放通知

release program information, organize information sessions, receive registration and send offers

05

## 项目实施 Operation

**至7月25日, by July 25**

开展教学活动, 组织文化交流, 安排社会时间和课外活动。

teaching courses, organizing cultural exchanges such as youth dialogues, arrange social practices and extracurricular activities

明确课程方案, 招生宣传方案, 确定双方授课名单, 确定选拔标准和流程

Jointly develop the program outline, determine the enrollment publicity plan and the list of courses and teachers, develop student enrollment criteria

**至4月30日, by April 30**

02

## 制定方案 Developing Program Outlines

04

## 准备工作 Preparing

教师岗前培训交流, 学生行前指导, 教学设备和教材准备, 吃住行安排。  
Teacher training and communication, student pre-departure guidance, prepare teaching equipment and materials, local logistics for Int'l group

**至7月6日, by July 6**

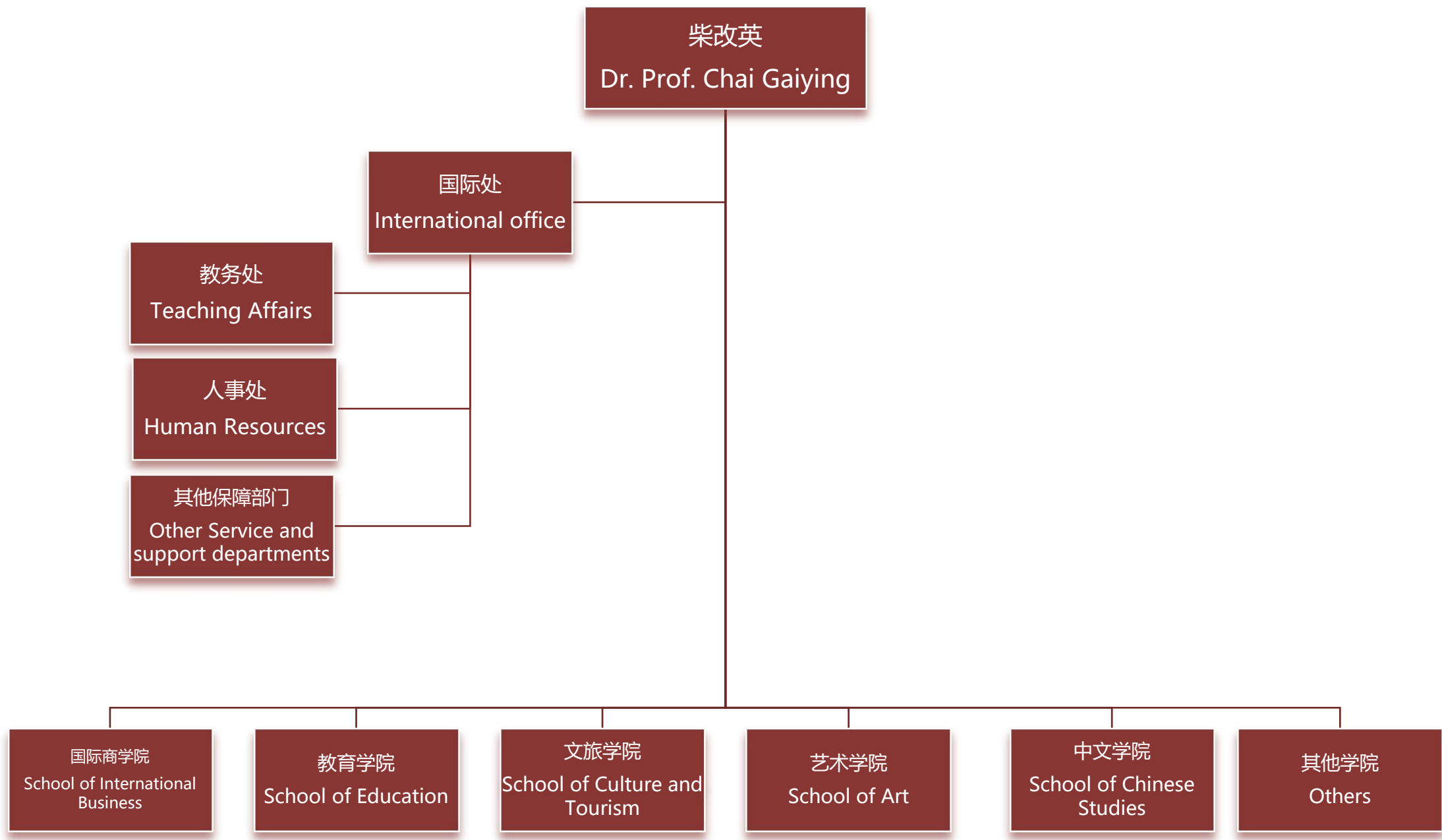
收集评价及建议。撰写总结报告。结算经费。讨论下一步合作。

Collect feedback and suggestions from participants, write a summary report, settle project expenses, discuss future cooperation

**至8月15日, by Aug 15**

06

## 项目总结 Program Summary







06

问答

Questions and  
Answers



## **1. What's special of this Initiative?**

Through the trinity internationalization model of "cross-border + online + local", integration of top academic resources, two-way cross-cultural exchange design, and special policy support, an exchange platform with high participation, strong academic nature, and deep cultural experience has been created for Chinese and international students.

## **2. Why Hangzhou?**

Hangzhou, known as the "Paradise on Earth", is renowned for its three World Heritage sites: the West Lake, the Grand Canal, and Liangzhu. It also stands at the forefront of China's digital economy, led by the headquarters of Alibaba, and features an artificial intelligence enterprise cluster represented by the "DeepSeek," which are driving innovation in large model development, intelligent algorithms, and other cutting-edge fields. In Hangzhou, you can wander through Song Dynasty-style ancient streets to feel the pulse of history, delve into technology parks to engage with the frontiers of AI, and unlock a multi-dimensional understanding of China's urban development through the collision of landscape culture and digital future.

## **3. Why ZISU?**

Zhejiang International Studies University (ZISU), one of the 16 public universities in China featuring foreign language education and international studies, attaches great importance to cultural and people-to-people exchanges, boasts a beautiful campus environment, and has rich experience in receiving international delegations. It is also recognized as a Provincial International Cultural and People-to-People Exchange Base in Zhejiang.

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